

CURRICULUM VETAE

Dr. BALAJI S. MUDHOLKAR

My objective is to pursue a successful professional career in Teaching and Research with dedication & sincerity and utilize my knowledge, skill, potential and capabilities constructively for the betterment and development of the institute in general and students in particular.

Name: DR. BALAJI SUDAMRAO MUDHOLKAR

DATE OF BIRTH 20TH SEPT 1969

Designation: Assistant Professor

Professional Qualification: M. B. A., M.Phil., Ph.D. (NET JUNE 2007)

Present position: Working as a Asst Professor in the School of Commerce and Management Science, SRTM University, Nanded (Maharashtra)

Specialization: Marketing & HRM

Correspondence address: SHUBHAM APARTMENT CO-OP HOUSING SOCIETY, 101 B-WING, GANAGACITY, BEHIND NANDED SQUARE MALL, LATUR ROAD, KAUTHA, NANDED 431630

Office address: School of Commerce and Management Sciences, SRTM, University Nanded.

Contact No. 9021825131, 7020929946

Email: b.mudholkar@gmail.com

I) Participations in Seminar:

1. Participated in one day **Seminar¹** on “**E-Commerce¹**” organized by school of commerce and Management science, SRTM University Nanded on 18th January 2000
2. Participated in **Seminar²** on “**AIDs/HIV Awareness²**” in **National science day** celebration organized by SRTM, University on 25th Feb to 28th Feb 2000.
3. Participated in **state level Seminar³** on “**GATS on Quality and Transiting of educational Services³**” organized by department of Higher and Technical Education on 3rd may 2002

4. Participated and presented paper entitles “**Report Writing**” in **National Seminar⁴** on Research and Research Methodology in Commerce and Social Sciences organized by Shri Shahu Mandir Mahavidyalaya, Pune on 4th and 5th January 2013.
5. Participated and presented paper entitles “**Format Specification and guideline for Research work in National Seminar⁵**” on Research and Research Methodology in Commerce and Social Sciences organized by Shri Shahu Mandir Mahavidyalaya, Pune on 4th and 5th January 2013.

II) Participations in Workshop:

1. Participated in **Workshop¹** on “**Education and employment of Minorities⁴**” organized by Maharashtra State Minority Commission, Mumbai on 18th December 2005
2. Participated in short **Workshop²** on “**Theses writing Skill⁵**” organized by Western Regional Instrument Centre, University of Mumbai on 26th March 2006
3. Participated in Two **Workshop³** days “**Sensitization Training⁶**” organized by YASHADA, Pune
4. Participated, developed and presented a case entitle “**Taking the Best Piece of Cake**” in Third **National** Case writing **Workshop⁴** organized by Prestige institute of management Dewas (M.P.) on 17th and 18th April 2009
5. Participated in **State Level Workshop⁵** on “**Constitutional Training**” organized by organized by SRTM, University Nanded on 30th January 2013

III) Participations in Faculty Development Programme:

1. Participated in **Refresher¹** Course for 20 days organized by UGC academic staff college, University of Mumbai from 19th Feb to 10th March, 2007
2. Participated in Two week (January 31 to February 11th, 2011) **Faculty Development programme¹** in Entrepreneurship organized by Entrepreneurship Development Institute of India, Ahmadabad.
3. Participated two week (July 23-29, 20012) **Faculty Development Programme²** in Advances Data Analysis for Management Research, organized by ABV-Indian Institute of Technology & Management Gwalior (MP).
4. Participated in **Orientation Course¹** organized by UGC academic staff college, Maulana Azad national Urdu University from 09th April to 06th May, 2013
5. Participated One week (1st July to 8th July 2013) **Faculty Development Programme³** organized by SRTM, University Nanded.
6. Participated in **Refresher Course** organised by Bangalore University Bangaluru form 6th December to 27th December 2017.

IV) Participated and Presented Research paper in National Conferences:

1. Participated and presented paper entitle **“Social Marketing Need of the Hour”** in **National Marketing Research conference** organized by SIES College Nerul Navi Mumbai on 20th January 2010
2. Participated and presented paper entitle **“Environmental Degradation- If Ecology and Economy go wrong, nothing will go Right”** in **National conference** organized by SNDT University, Mumbai on 6th and 7th March 2010
3. Participated and presented paper entitle **“Women empowerment Through Microfinance”** in Multi-Disciplinary **National Level conference** organized by Maniben Nanavati Women’s College Mumbai on 25th and 26th march 2010
4. Participated and presented paper entitle **“Green marketing: A Key of sustainable Development”** in All **India Commerce Conference** organized by All India Commerce Association, Goa on 1st to 3rd October 2010
5. Participated and presented paper entitle **“Emerging trends in management Education”** in **National conference** organized J.V. Publication House on 4th and 5th 2010 and Published by J.V. Publication House Jodhpur Rajasthan with **ISBN No. 978-81-88818-51-8**
6. Participated and presented paper entitle **“Application of Pedagogical tools: An Analysis of B-Schools in Mumbai”** in Two Day UGC Sponsored **National** on Academic Reforms in Higher Education organized by Dayanand college of Commerce, Latur on 6th and 7th January 2012
7. Participated and presented paper entitles **“Information technology and commerce students: A Case Study**, UGC Sponsored **National conference** organized by Mahatma Gandhi College, Ahmepur on 27th and 28th December 2012.
8. Participated and presented paper entitles **“Impact of Advertisement on Consumer buying behaviour in Vishnupuri Village Nanded”** in All India Commerce Conference (**National** organized by The Indian Commerce Association on 5th to 7th December 2013.
9. Participated and presented paper entitles **“Impact of Competition on Buying behaviour of Indian Retail Consumers”** in All India Commerce Conference (**National** organized by The Indian Commerce Association on 5th to 7th December 2013.

10. Participated and presented paper entitles “**Information technology and commerce students” A case study**” in **National conference** organised by Mahatma Gandhi Mahavidyalaya, Ahmedpur held on 27th and 28th December 2012.
11. Participated and presented paper entitles “**Application of Pedagogical Tools: an analysis of B-School in Mumbai**” in **National conference** organised by Dayanand College of Commerce, Latur held on 6th and 7th January 2012.
12. Participated and presented paper entitles “**Measuring consumer satisfaction w. r. to online shopping: a case study of Nanded city**”. in **National conference** organised by Dhanajayrao Gadgil college of Commerce, Satara held 17th Feb 2016.
13. Participated and presented paper entitles “**Measuring Entrepreneurial competencies of professional and Non-professional students of Nanded city**”, in **27th National conference** organised by Maharashtra State commerce Association held on 30th and 31st January 2016.
14. Participated and presented paper entitles “**Economic development of farmers through APMC Nanded city**”, in **National conference** organised by Maharashtra State commerce Association held on 25th February 2017.
15. Participated and presented paper entitles “**Determinants of quality of management education: A case study of management institute in Mumbai**” in **National conference** organised by Shri Guru Govind Singhji institute of Engineering and technology Nanded, held on 10th and 11th January 2014.
16. Participated and presented paper entitles “**Format specifications and guidelines for research work**”, in **National conference** organised by Shri Shahu Mandir Mahavidyalaya, Pune held on 4th and 5th January 2013.
17. Participated and presented paper entitles “**Report writing**” in **National conference** organised by Shri Shahu Mandir Mahavidyalaya, Pune held on 4th and 5th January 2013^{4th} and 5th January 2013.
18. Participated and presented paper entitles “**Talent Management: A Need of Hour**” in international conference organised by Bharathi Vidyapeeth University, Pune held on 22 & 23 February 2013.
19. Participated and presented paper entitles “**Naxalism: Historical and Social analysis**” in **National Conference** organised by Indira Gandhi College CIDCO Nanded held on 17th August 2015.
20. Participated and presented paper entitles “**Job satisfaction of street sweeper in Nanded Waghala Municipal Corporation, Nanded**” in **National conference** organised by Global Institute of Management, Sangamner held on 16& 17 January 2015.

21. Participated and presented paper entitled “ **Rural Entrepreneurship: Key development of Marathwada suburb Dist. Maharashtra**” in **National conference** organised by central Institute of Business Management Research and development in collaboration with Maharashtra state commerce Association held on 20th and 21st January 2018.

V) Participated and presented Research paper in International Conferences

1. Participated and presented paper entitled “**Environment Humiliation**” in **International conference** organized Annamalai University Chennai on July 28th to 30th 2010 and Published by Anuram Publication with ISBN No.978-98-80627-23-6 T Nager Chennai
2. Participated and presented paper entitled “**Marketing Business Schools with reference to Mumbai**” in **International conference** organized by Mahatma Gandhi University Kottayam on 8th, 9th and 10th December 2010
3. Participated and presented paper entitled “**Students Choice criteria for selecting B-Schools in Mumbai: A case study**” in **International conference** organized by Bhupal Nobles PG College, Udaipur on 13th January to 15th January 2010
4. Participated and presented paper entitled “**Importance of Social marketing in 21st Century**” in **International conference** organized by Bhupal Nobles PG College, Udaipur on 13th January to 15th January 2010
5. Participated and presented paper entitled “**Promotion Mix of B-schools in Mumbai: A Case Study**” in **International conference** organized by Nagindas Khandwala College of commerce, Arts and Management Studies in association with IGNO & University of Mumbai, Mumbai on 28th and 29th January 2011
6. Participated and presented paper entitled “**Students choice criteria for selecting B-Schools in Mumbai: A case Study**” in UGC Sponsored **International conference** organized by Bhupal Nobles PG College, Udaipur on 13 to 15th January 2011
7. Participated and presented paper entitled “**Importance of Social Marketing in 21st Century**” in UGC Sponsored **International conference** organized by Bhupal Nobles PG College, Udaipur on 13 to 15th January 2011.
8. Participated and presented paper entitled “**Smart services and their impact on children’s behaviour: a case study conducted SRTM University Nanded Maharashtra**” in **International conference** organised by Matoshri Pratisthan Group of Institutes, Nanded held on 25th and 26th March 2017.
9. Participated and presented paper entitled “**Cashless transaction: Challenges and opportunities faced by women of SHG associated with MAVIM in Nanded City**” in **International conference** organised by Matoshri Pratisthan Group of Institutes, Nanded held on 25th and 26th March 2017.

10. Participated and presented paper entitles “**Opportunity and Challenges of Agriculture produces marketing of Nanded district**”, **International conference** organised by Matoshri Pratisthan Group of Institutes, Nanded held on 25th and 26th March 2017.
11. Participated and presented paper entitles “**Problem and prospects of labours in construction industries of Nanded district**” in **International conference** organised by Dhanajayraao Gadgil college of Commerce, Satara held on 10th December 2015.
12. Participated and presented paper entitles “**An analytical study of application of marketing tools w. r. To B-schools in Mumbai**”, in **International conference** organised by Rajarambapu Institute of Technology held on 21 & 22 February 2014.
13. Participated and presented paper entitles “**A study of Industrial sickness of SSI in Nanded district**” in second **International conference** organised by department of commerce and management, Shivaji University Kolhapur held on 30th and 31st January 2017.
14. Participated and presented research paper entitled “**An evaluator study on Rajiv Gandhi Jeevodayee Arogya Yojana in Nanded District**” in **International conference** organised by Poona College, Pune held on 8th and 9th January 2018.

VI) Mere participation in conference/workshop

1. Participated in international conference organised by Bhupal Nobles PG College, Udaypur held on 13-15 January 2011.
2. Participated in National conference organised by Shri Jagadguru Renukacharya College of science, Arts and Commerce, Bangalore held on 1st October 2015.
3. Participated in All India Commerce Conference organised by Indian Commerce Association held on 27th to 29th December 2014.
4. Participated in International conference organised by University of Mumbai held on 6th and 7th February 2014.
5. Participated in national Level conference organised by Smt LTR College of commerce, Akola held on 27th January 2014.
6. Participated in state level Savidhan training course organised by Dr. Babasaheb Ambedkar chair SRTM University Nanded held on 30th January 2013.
7. Participated in National workshop organised by school of Educational sciences SRTM University Nanded held on 19th August 2013.
8. Participated in One Week Faculty Induction Development programme organised by SRTM University Nanded held on 1st July to 8th July 2013.

9. Participated in All India commerce conference organised by All India commerce Association held on 5th to 7th December 2013.
10. Participated in Two day national conference organised by School of Language, Literature and Culture studies held on 7th ad 8th March 2014.
11. Participated in International conference organised by Nandigram Institute of management studies held on 22nd and 23rd March 2014.
12. Participated in Two day National seminar organised by school of Management Kakatiya University Warangal (TS). held on 25 and 26 March 2015
13. Participated in International conference organised by University of Mumbai held on 19th and 20th January 2015.
14. Participated in Three days workshop organised by Krishi Vigyan Kendra, Nanded held during 7th to 9th Sept 2015.
15. Participated in International conference organised by University of Mumbai held on 14th and 15th January 2016.
16. Participated in One Day workshop “GST Vis-a-Vis accounting and auditing practices in Higher Educational institutes “organised by SRTM University Nanded held on 4th Dec 2017.
17. Participated in One Day National seminar on Intellectual Property Rights organised by SRTM University Nanded held on 16th March 2017.
18. Participated in One Day Symposium on University-Industry Linkages: prospects and future held on 30th and 31st March 2107
19. Participated in One Day state level capacity building seminar on Research methodology organised by Government College of Education Nanded held on 20th March 2017.
20. Participated in Faculty development programme on Goods and Services tax organised by SRTM University Nanded held on 3rd July 2017.

VII) Publications in International Journal with ISBN:

1. A study students choice factors for selecting B-Schools with special reference to Mumbai (Dec 2011).
2. Industry- University Relationship (Jan 2012).
3. Marketing of Higher Education with reference to Business management Schools in Mumbai Region. (Oct 2011).

4. A study student's choice factors for selecting B-Schools with special reference to Mumbai. (April 2012).
5. Cosmetics Consumption of females – A case study on girls students of s. r. t. m. university, Nanded (Sept 2012).
6. A Study of service marketing mix w.r.to B-School in Mumbai (July 2012).
7. Soft Drink Preferences among PG Girls students residing in Hostel with reference to SRTM University Nanded0
8. An Analytical study of work Environment in government organization with special reference to Zillah Parished Nanded in Maharashtra
9. To study the causes of industrial sickness in Nanded district (Maharashtra) January 2018.
10. Students support and progression cell of the B-schools in Mumbai: A case study November 2014.
11. An evaluator study on Rajiv Gandhi Jeevandayee Arogya Yojana in Nanded district, November-April 2017-18

VIII) Publication in ISBN:

1. Emerging Trend in Management education.
2. Promotion Mix of B-Schools in Mumbai: A Case study
3. Application of pedagogical tools: An analysis of B-Schools in Mumbai

IX) Programme Organized:

1. **One – Day Workshop on Career Opportunities after B. Com** held on 26th February, 2010, Organized by School of Commerce & Management Sciences, S. R. T. M. University, Nanded
2. **Two-Day Workshop on Writing Research Papers & Proposals** held on 29th – 30th April, 2010, Organized by School of Commerce & Management Sciences, S. R. T. M. University, Nanded.
3. **Commerce Talent Search Examination 2011** held on 02nd June, 2011, Organized by School of Commerce & Management Sciences, S. R. T. M. University, Nanded
4. **Two-Day Workshop on Research Methodology** held on 19th & 20th 2012 organized by School of Commerce & Management Sciences, S. R. T. M. University, Nanded.

5. **Three day Entrepreneurship Awareness Camp (EAC)** held on 27th, 28th and 29th February 2012 organized by School of Commerce and Management Sciences, SRTM University Nanded.
6. **One – Day Workshop on Career Opportunities after B. Com** held on 25th May, 2012, Organized by School of Commerce & Management Sciences, S. R. T. M. University, Nanded
7. **Commerce Talent Search Examination 2012** held on 02nd June, 2011, Organized by School of Commerce & Management Sciences, S. R. T. M. University, and Nanded.
8. **One Week National level FDP on Research Methodology** from 19-25 January 2014.
9. **Competition on case study Analysis** held on 25th March 2017.
10. **COLLEGE KATTA** –Telecast by Akashwani Kendra Nanded held on 5th October 2017
11. **One Day National Conference held on 24th March 2018**, Organized by School of Commerce & Management Sciences, S. R. T. M. University, and Nanded.

1. **Minor Research Project completed:**

A Study of Industrial Sickness of selected Industries in Nanded District
